

Feature 2: Focus on Core Markets

To achieve strong growth, we will reinforce initiatives to boost sales volume in each of our core markets.

China

In China, we intend to increase our number of sales outlets to 400 by the end of fiscal 2019, augmenting our sales network in order to bolster sales volume. Sales volume has risen substantially since we commenced local production of the *Outlander* in August 2016. In 2018, we plan to further enhance our SUV brand by also beginning local production and launch of the *Eclipse Cross*. We will also increase localization of engines while boosting vehicle production capacity.



Promote localization of the *Outlander* and *Eclipse Cross*



Accelerating dealer network expansion

ASEAN

In the ASEAN region, which supports Mitsubishi Motors' foundation, we are targeting a 10% market share in fiscal 2019. The *XPANDER*, which enjoys strong demand in Indonesia, will be rolled out into other ASEAN countries, including the Philippines, Thailand and Vietnam, as well as to areas outside the ASEAN region. Accordingly, we plan to increase capacity at our plant in Indonesia.

We have signed a memorandum of understanding regarding joint research on reducing the environmental impact using electrification technologies with the governments of the Philippines, Indonesia and Vietnam. We are working closely with these governments to increase market penetration of electric vehicles in the ASEAN region.



The *XPANDER*, for which exports have begun

United States

In the United States, we intend to boost sales volume by 30% by fiscal 2019. To this end, we introduced the *Eclipse Cross* and the *Outlander PHEV* in the second half of fiscal 2017. In 2017, Mitsubishi Motors enjoyed the largest growth among the mass brands. In fiscal 2018, we will focus on building a stronger sales network and on further expanding sales.



Launching the new 2019 model year *Outlander PHEV*



Starting the sales of the *Eclipse Cross*

Japan

In Japan, to increase sales volume we launched the *Eclipse Cross* in March 2018 and plan to introduce the new *DELICA D:5* and a new minicar. The "Night Showroom," a sales initiative that provides a showroom experience involving the *Eclipse Cross*, was well received. We plan to expand the program to include the *Outlander PHEV* and other models and adopt more digital marketing tools that enable customers who are unable to visit our outlets to learn more about our products' appeal.



"Night Showroom"



Accelerating the deployment of Dendo Drive Stations

Oceania

Oceania is another area of strength for Mitsubishi Motors that ranks alongside the ASEAN region. We enjoy a stable market share of around 7% in Australia and New Zealand. In fiscal 2017, our market share reached a record high in each of the two countries. We are further expanding our lineup, including through the 2017 launch of the *Eclipse Cross*.



Starting the sales of the *Eclipse Cross*



Keeping the positive sales of the *Triton*